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*Raleigh Pinskey*

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# You Can Hype Anything: Creative Tactics and Advice for Anyone With a Product, Business or Talent to Promote

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## **You Can Hype Anything: Creative Tactics and Advice for Anyone With a Product, Business or Talent to Promote** Raleigh Pinskey

All business and organizations-- large or small-- need positive public attention to achieve success. Yet many managers are unaware of how to get publicity for their business and how to use the media to their advantage. Now readers can follow the path of successful publicity and public relations professionals.

Expert Raleigh Pinskey shares everything she and other top publicists, newspaper editors, and TV and radio producers know about understanding the media and harnessing the power of publicity-- from launching campaigns to handling interviews... from free PR to the dos and don'ts of visual materials.

More than just a step-by-step guide, "You Can Hype Anything" provides the hands-on advice and intuitive skills that generate results. Filled with ingenious tactics and the collective wisdom of the pros, this insider's guide to the publicity game is a must for everyone with a business, talent, event or product to promote... and sell!

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